

<b>W5</b>	<b>Learning Area</b>	Entrepreneurship	<b>Grade Level</b>	11/12
	<b>Quarter</b>	4	<b>Date</b>	Week 5

## IV. LEARNING PHASES AND LEARNING ACTIVITIES

### 1. Introduction (Time Frame: 5 minutes)

A business plan is a written document that describes in detail how a business usually a start-up and how it is to go about achieving its goals. In this lesson you will learn about the business plan and how to implement it when starting and operating a simple business. In the midst of pandemic many of us already experiences an online selling which is one of having a business plan that are selling foods, gadget and many more. In this situation the vlogging are also in demand due to lockdown all of us are mandated to stay at home and some of us make a tiktok and vlogging that can earn a money through Youtube. And these are all in business implementation.

### D. Development (Time Frame: 90 minutes)

#### BUSINESS PLAN

Is a written document prepared by the entrepreneur that describes all the relevant external and internal elements involved in starting a new venture. (collins dictionary)

#### Scope and Value of the Business Plan

The business plan may be read by employees, investors, bankers, venture capitalists, suppliers, customers, advisors and consultants. Who is expected to read the plan can affect its actual content and focus.

**Implementation** – process of executing a plan or policy so that a concept becomes reality.

#### BUSINESS IMPLEMENTATION

- It is a vital stage in business planning.
- This is the process of executing a plan into practice.
- This involves in establishing structures and activities needed to introduce a business into marketplace.

**Implementation** – process of executing a plan or policy so that a concept becomes a reality.



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#### IMPORTANCE OF BUSINESS IMPLEMENTATION

1. *Change* brings about change meant to help improve the company or solve a problem.
2. *Organizational Development* will make workers feel valued, help maintain or improve employee retention.
3. *Increased Cooperation* helps unite departments, opens the line of communication and create a diverse culture within the organization and increases efficiency and productivity.
4. *Clear Priorities* refers to priorities or deadlines that will guarantee a realistic implementation of the plan.
5. *Moving Forward* is to make business implement and execute the strategies to move forward and grow.

#### BUSINESS IMPLEMENTATION STRATEGIES

- Get staff and management involved
- Invest in training
- Consider outside factors
- Open communication

**Business operation** – everything that happens within an organization to keep it operating and earning money.



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### BUSINESS OPERATION ELEMENTS

1. *Process* assures the business operations impact on productivity and efficiency.
2. *Staffing* refers to the number of people needed to do the work planned in the work process.
3. *Location* refers to the place where the business operation is happening.
4. *Equipment or Technology* refers to the digital machines needed for optimum business operations.

**PRODUCT** refers to something you can pin point at.

**SERVICE** refers to any activity that you cannot drop on your foot.

### TYPES OF PRODUCTS

Basically, there are types of products which can be distinguished via consumption and tangibility. These are:

1. **Durable** – this is to have a long interval between repeat purchased because of the long-lasting nature of the product.  
Some examples are:
  - Floor polishers like Wilson and GE
  - Cars like Mitsubishi and Nissan
  - TV sets like Panasonic and Samsung
2. **Non – durable** – this is to have stronger repeat purchases because products are consumable.
  - Detergents like Surf and Pride
  - Processed meat like Pampanga's Best and CDO
  - Snack like Boy Bawang and Cream-O
3. **Services** – these are essential tangible because there are no physical products involved.
  - Auto service centers such as Ambassador Inmogo or Zafra Motors
  - Beauty parlors like David's Salon or Reyes Haircutters
  - Training services provided by The Corporate Achievers Institute

### Writing the Business Plan

It should be comprehensive enough to give any potential investor a complete picture and understanding of the new venture and it should help the entrepreneur clarify his or her thinking about business.

### OUTLINE OF A SUCCESSFUL BUSINESS PLAN

- A. Overview
  - Business name
  - Location
  - Legal business structure:
  - Brief description of what your company does:
  - Mission
  - Chart of accountability
- B. Questions
  - What problem does your company solve for your customers?
  - What result does your company create from your customer?
  - How does your company create that result?
- C. Marketing
  - Target market demographics
  - Estimated size of target market
- D. Products
  - Primary Product
  - Result
  - Impact